8. The system of claim **1**, wherein the combined record of the customer's online interaction with the web site and of the customer's offline interaction with the call center is accessible using the SID.

9. The system of claim **1**, further comprising instructions being executable by the one or more processors to:

determine that a call received at the call center is associated with a known SID; and

based on determining that the call is associated with the known SID, associating the SID with one or more of:

a new SID; or

a later-identified existing SID that is identified as a result of an interaction between the customer and the agent of the call center.

10. A method comprising:

associating a session identifier (SID) with a customer upon interaction of the customer with a website provided by a first service provider;

providing the SID to the first service provider over a network connection;

receiving website interaction information from the first service provider over the network connection;

associating the website interaction information from the first service provider with the SID in a data structure of the server system;

receiving and facilitate handling of an incoming call from the customer at a call-in number at a call center maintained by a second service provider, whereby information associated with the call-in number is used to associate the incoming call with the SID from the data structure of the server system;

creating a record of an offline interaction between the customer and an agent of the call center, the offline interaction including one or more interactions between the agent and the customer after initiating the incoming call; and

associating the record of the offline interaction with the SID, whereby a combined record of the customer's online interaction with the website provided by the first service provider and of the customer's offline interaction with the call center is accessible in the data structure of the server system.

11. The method of claim **10**, further comprising providing access to the combined record of the customer's online interaction with the website and of the customer's offline interaction with the call center to the first service provider.

12. The method of claim **10**, wherein the record of the offline interaction includes a summary of the customer's offline interaction.

13. The method of claim **10**, further comprising providing access to a summary of the combined record of the customer's online interaction with the website and of the customer's offline interaction with the call center to the first service provider.

14. The method of claim **10**, further comprising associating the incoming call from the customer at the call-in number with the SID based on unique and temporary assignment of the call-in number to the website provided by the first service provider during display of the website to the customer.

15. The method of claim **10**, wherein the website interaction information received by and stored in the data structure of the server system comprises one or more of:

one or more screen shots of the website provided to the customer;

a record of web pages provided to the customer;

a record of website elements provided to the customer; or

a record of customer interactions with website elements of the website provided to the customer.

16. The method of claim **10**, wherein the record of the offline interaction between the customer and the agent of the call center stored in the data structure comprises one or more of:

one or more screenshots of information displayed to the agent during the offline interaction between the customer and the agent;

an audio recording of the offline interaction between the customer and the agent; or

a written summary of the offline interaction between the customer and the agent.

17. The method of claim **10**, wherein the combined record of the customer's online interaction with the website and of the customer's offline interaction with the call center is accessible using the SID.

18. The method of claim **1**, further comprising:

determine that a call received at the call center is associated with a known SID; and

based on determining that the call is associated with the known SID, associating the SID with one or more of:

a new SID; or

a later-identified existing SID that is identified as a result of an interaction between the customer and the agent of the call center.

19. A non-transitory computer readable medium storing instructions thereon that, when executed by one or more processors, causes a computing system to:

associate a session identifier (SID) with a customer upon interaction of the customer with a website provided by a first service provider;

provide the SID to the first service provider over a network connection;

receive website interaction information from the first service provider over the network connection;

associate the website interaction information from the first service provider with the SID in a data structure of the server system;

receive and facilitate handling of an incoming call from the customer at a call-in number at a call center maintained by a second service provider, whereby information associated with the call-in number is used to associate the incoming call with the SID from the data structure of the server system;

create a record of an offline interaction between the customer and an agent of the call center, the offline interaction including one or more interactions between the agent and the customer after initiating the incoming call; and

associate the record of the offline interaction with the SID, whereby a combined record of the customer's online interaction with the website provided by the first service provider and of the customer's offline interaction with the call center is accessible in the data structure of the server system.

20. The non-transitory computer readable medium of claim **19**,